

Remarks

Reconsideration of this Application is respectfully requested.

Upon entry of the foregoing amendment, claims 1-19, 27, and 35-41 are pending in the application, with 1, 9, 10, 11, 35, 36, and 41 being the independent claims. Claims 9, 10, 19, 27, and 35 have been withdrawn from consideration. Claims 1, 8, 11, 18, 36, and 41 have been amended. These changes are believed to introduce no new matter, and their entry is respectfully requested.

Based on the following remarks, Applicants respectfully request that the Examiner reconsider all outstanding objections and rejections and that they be withdrawn.

Rejections under 35 U.S.C. § 102

Claims 1-8, 11-18, and 36-41 have been rejected under 35 U.S.C. § 102(a,e) as being anticipated by J.A. Sheena et al., U.S. Patent No. 6,049,777, ("Sheena"). Applicants respectfully traverse this rejection.

Sheena does not teach or suggest each and every limitation of independent claims 1, 11, 36, and 41. Amended claim 1 describes "...preparing a recommendation...", where the first step is "...providing a sparse unary ratings matrix from a user's selected preferences...". The ratings matrix is built from binary user inputs, such as purchasing decisions, as described on page 9, lines 10-17 in the specification.

Sheena's "...user profiles..." and "...item profiles...", which comprise the rating matrix, do not result from binary decisions made by the user, but are built from profile data entered by the user. In column 4, lines 7-9, Sheena describes the profile process, where "...the user simply submits a list of items and ratings assigned to those items...".

And in column 4, lines 21-25, Sheena explains that "...Ratings for items which are received from users can be of any form that allows users to record subjective impressions of items...For example, items may be rated on an alphabetic scale ("A" to "F") or a numerical scale (1 to 10)...". Thus, Sheena does not teach or suggest a method including "...providing a sparse unary ratings matrix from the user's selected preferences...forming a plurality of data structures representing said sparse unary ratings matrix...", as recited in amended claim 1.

Furthermore, Sheena does not teach or suggest a method including "...providing a sparse unary ratings matrix...providing an update ratings data structure...forming a plurality of data structures representing said sparse unary ratings matrix...", as recited in amended claim 11. Nor does Sheena teach or suggest a method including "...receiving a runtime recommendation model from a second recommendation system, wherein the runtime model is formed from a plurality of data structures representing a unary array of entries that can be arithmetically manipulated and wherein a majority of the entries in the array are zero...", as recited in amended claim 36, element (a).

And finally, Sheena does not teach or suggest a method including "...retrieving a unary array of entries that can be arithmetically manipulated, wherein a majority of the entries in the array are zero...receiving an update to the array of entries...generating the runtime recommendation model from a plurality of data structures representing the unary array of entries...", as recited in claim 41.

For at least these reasons, amended independent claims 1, 11, 36 and 41 are patentable over Sheena. Claims 2-8 depend on claim 1, claims 12-18 depend on claim 11; and claims 37-40 depend on claim 36. For at least these reasons, and further in view

of their own features, claims 2-8, 12-18, and 37-40 are patentable over Sheena. Reconsideration and withdrawal of the rejection is therefore respectfully requested.


Conclusion

All of the stated grounds of objection and rejection have been properly traversed, accommodated, or rendered moot. Applicants therefore respectfully request that the Examiner reconsider all presently outstanding objections and rejections and that they be withdrawn. Applicants believe that a full and complete reply has been made to the outstanding Office Action and, as such, the present application is in condition for allowance. If the Examiner believes, for any reason, that personal communication will expedite prosecution of this application, the Examiner is invited to telephone the undersigned at the number provided.

Prompt and favorable consideration of this Reply is respectfully requested.

Respectfully submitted,

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